

... whose
Our repeated Petitions have been unanswered,
warfare, is an un-
ed injury.
We have warned them for
them of the circumstances of our emigration and settlement here. We have appealed to
avow these usurpations, which, would inevitably interrupt our connections and correspondence
acquiesce in the necessity, which denounces our separation, and hold themselves as we hold the rest of mankind,
representatives of the united States of America, in General Congress, Assembled, appealing to the dup
authority of the good People of these Colonies, solemnly publish and declare, That these United Colonies are, an
all Allegiance to the British Crown, and that all political connection between them and the State of Great
States, they have full Power to levy War, conclude Peace, contract Alliances, establish Commerce, and to do all
And for the support of this Declaration, with a firm reliance on the protection of Divine Providence, we

John Hooper
Joseph Hewes,

John Hancock

Robt Morris
Benjamin Miltch
Bosy Franklin

GENERAL MARKETPLACE INFORMATION SECTION ONE

REGISTRATION INFORMATION

ALL INCLUSIVE REGISTRATION INCLUDES:

- Full week participation
- 3 All-Delegate lunches
- 2 All-Delegate evening events
- Marketplace Networking
- Floor access
- Professional Education Seminars
- Sightseeing tours
- Online research tools
- Exclusive on-site service centers
- Pre-Marketplace webinars
- Complimentary shuttle to all events

CONVENTION CENTER

Pennsylvania Convention Center
1101 Arch St, Philadelphia, PA 19107

HOTEL & TRANSPORTATION

HOST HOTELS

- ↔ Hilton Garden Inn Philadelphia Center City
- ↔ Home2 Suites Philadelphia Center City
- ↔ Philadelphia Marriott Downtown
- ↔ The Notary Hotel

Housing reservations will begin on May 1 at Noon ET

TRANSPORTATION

Marketplace Shuttles: During Marketplace, complimentary shuttles will run from the host hotels to Marketplace evening events

Complimentary shuttle transportation will be provided between Philadelphia International Airport (PHL) and all host hotels on the following dates:

- Friday, Jan. 31 | 10:00 am - 6:00 pm
- Saturday, Feb. 1 | 10:00 am - 2:00 pm
- Wednesday, Feb. 5 | 5:30 am – 12:30 pm | Continuous shuttle service from all ABA host hotels to PHL will be provided every 30 minutes. See the lobby sign at your hotel the day before departures for specific scheduling.

IMPORTANT DATES & DEADLINES

- May 1 at noon ET: Registration Opens
- May 1 at noon ET: Host Hotel Reservations Open
- September 13: Deadline for Early-bird Registration Rate
- September 19 at noon ET: Research Databases Open
- October 1 at noon ET: Appointment Requests Begin
- January 3 at 11:59 PM ET: Appointment Request Deadline
- January 16 at noon ET: Appointment Schedules Available in Passport/ Manual Scheduling Begins

APPOINTMENT INFORMATION

Marketplace offers seven-minute prescheduled appointments, where motorcoach and tour operator Buyers obtain information and create business relationships with travel industry Sellers. These one-to-one appointments are the core of Marketplace week.

Operator Buyer appointment-taking delegates are seated at individual booths for the entire week and have appointments all day Sunday, all day Monday and all day Tuesday. There are 162 appointment slots available in the Buyer appointment schedule.

Travel industry Seller delegates do not have booths but walk the floor and move from Buyer to Buyer for their appointments. There are 54 appointment slots available in the Seller appointment schedule. The Seller session is based on the company's membership code and is scheduled as follows:

Destination Marketing Organization Sellers/ Receptive Operator Sellers/ Charter Operator Sellers

- ☞ Meet Sunday morning and Sunday afternoon with Operator Buyers

Lodging Organization Sellers/ Attraction Sellers/ Associate Sellers/ Allied Association Sellers

- ☞ Meet one of the two sessions: Monday morning/Monday afternoon or Tuesday morning/Tuesday afternoon with Operator Buyers

OPEN BUSINESS FLOOR

The Marketplace Business Floor will be open to all Appointment-Takers and Business Floor Seller delegates for the entire Marketplace week. Appointment-Takers and Business Floor delegates can access the Business Floor all day Sunday, Monday, and Tuesday regardless of when they have pre-scheduled appointments and/or when their segment session (DMO, Lodging, Attraction, Receptive, Charter Operator, Associate, Allied Association) is scheduled.

OPERATOR REGISTRATION OPTIONS

MARKETPLACE BUYER APPOINTMENT-TAKER DELEGATE | \$0

Operators attend ABA's Marketplace to meet with travel industry suppliers (Sellers) to create business relationships and plan future charters and tours. Buyer appointment-taker delegates are seated at individual booths for the entire week on the Business Floor and have appointments all day on Sunday, Monday, and Tuesday. There are 162 appointment slots available in the Buyer appointment schedule.

Marketplace Buyer Appointment-Taker Delegate Access

- Marketplace Business Floor Appointment Booth
- Education Sessions
- Marketplace Networking Floor
- Operator Only Events
- All Delegate Events

Eligibility – ABA Member Categories: Bus and Tour Operator I & II and Guest Operators meeting the criteria below

A Qualified Buyer represents an established organization that arranges tours/charters and other travel. To attend ABA's Marketplace, the organization must meet the following criteria:

- Is scheduling trips and purchasing travel products out of their business area
- Has the ability to provide new business/customer base to ABA travel and equipment industry members
- Makes buying decisions on travel, equipment and business components such as food and lodging for groups
- Representative attending Marketplace develops/plans the tours
- Annually produces a minimum of 24 tours
- Has been in business for at least 2 years
- Must submit a brief company history as well as a company profile including a list of the organizations the company belongs to and tour itineraries
- Is a reputable firm with a knowledgeable staff that suppliers work with on a regular basis

MARKETPLACE BUYER ROTATION DELEGATE | \$0

Rotation delegates alternate the appointment responsibilities with the appointment-taker. Buyers can send one rotation delegate for every appointment-taker delegate registered. Rotation delegates have the same privileges as appointment-taker delegates.

Marketplace Buyer Rotation Delegate Access

- Education Sessions
- Marketplace Networking Floor
- Marketplace Business Floor
- Operator Only Events
- All Delegate Events

MARKETPLACE BUS/ TOUR OPERATOR REPRESENTATIVE | \$0 Early-Bird | \$150 Regular

Bus Operators who wish to attend education, networking, council events, etc., without participation in the Appointment process or access to the Business Floor

Marketplace Bus Operator Representative Delegate Access

- Education Sessions
- Marketplace Networking Floor
- Operator Only Events
- All Delegate Events

Eligibility – Bus Operator Members and Guest Operators

SELLER REGISTRATION OPTIONS

SELLER APPOINTMENT-TAKER DELEGATE

Member Rates | \$1745 Early-Bird | \$1895 Regular

Non Member Rates | \$2045 Early-Bird | \$2195 Regular

Appointment-taker delegates make appointment requests, receive prescheduled appointments and conduct appointments at ABA's Marketplace during their business session. Seller appointment-taker delegates do not have booths but walk the floor and move from Buyer to Buyer for their appointments. There are 54 appointment slots available in the Seller appointment schedule. The Seller session is based on the company's membership primary segment. See appointment information for specific days. ABA members are eligible to have one appointment-taker delegate if registered before the session fills.

Marketplace Appointment-Taker Delegate Access

- Marketplace Business Floor
- Marketplace Networking Floor
- All Delegate Events
- Education Sessions

Seller Registration Types Eligibility:

- **DMO – ABA Member Categories:** *CVBs, State/Provincial DMOs, Private DMO, Federal*
- **Lodging – ABA Member Categories:** *Hoteliers, Hotel Brokers, Hotel Management Groups*
- **Attraction – ABA Member Categories:** *Adventure Tour Agricultural/Farm Attraction, Amusement Theme/Water Park, Aquarium, Brewery/Distillery/Winery, Casino, Cavern/Cave, Dining/Food Service, Dinner Theatre, Entertainment/Amenities-Onboard, Entertainment Complex, Factory Tour, Festival/Event, Floating/Boating/Cruise Line, Garden/Arboretum, Historic Attraction, IMAX Theater, Museum, Shopping, Sightseeing, Sports Activity/Event, Racetrack, Theater/Entertainer, Train, Travel Plaza/Truck Stop, Zoo/Animal Park*
- **Receptive Operator – ABA Member Categories:** *Receptive Operators, Tour Planners*
- **Charter Operator – ABA Member Categories:** *Charter Operators*
- **Associate – ABA Member Categories:** *Bus Manufacturers, Hardware Suppliers, Service Suppliers*
- **Allied Association – ABA Member Categories:** *State/Provincial/Regional and Affiliated Associations*

SELLER BUSINESS FLOOR DELEGATE

Member Rates | \$1745 Early-Bird | \$1895 Regular

Non Member Rates | \$2045 Early-Bird | \$2195 Regular

A registered Travel Industry Seller who is not eligible for prescheduled appointments. Business Floor delegates may participate in all activities, seminars and events of ABA's Marketplace. Business Floor delegates have access to the Marketplace Business Floor area to meet with available operators and/or attend appointments with their company's appointment-taker delegate. Business Floor delegates are not eligible for prescheduled or manually scheduled appointments.

Marketplace Business Floor Delegate Access

- Marketplace Business Floor
- Marketplace Networking Floor
- All Delegate Events
- Education Sessions

Seller Registration Types Eligibility:

- **DMO – ABA Member Categories:** *CVBs, State/Provincial DMOs, Private DMO, Federal*
- **Lodging – ABA Member Categories:** *Hotellers, Hotel Brokers, Hotel Management Groups*
- **Attraction – ABA Member Categories:** *Adventure Tour Agricultural/Farm Attraction, Amusement Theme/Water Park, Aquarium, Brewery/Distillery/Winery, Casino, Cavern/Cave, Dining/Food Service, Dinner Theatre, Entertainment/Amenities-Onboard, Entertainment Complex, Factory Tour, Festival/Event, Floating/Boating/Cruise Line, Garden/Arboretum, Historic Attraction, IMAX Theater, Museum, Shopping, Sightseeing, Sports Activity/Event, Racetrack, Theater/Entertainer, Train, Travel Plaza/Truck Stop, Zoo/Animal Park*
- **Receptive Operator – ABA Member Categories:** *Receptive Operators, Tour Planners*
- **Charter Operator – ABA Member Categories:** *Charter Operators*
- **Associate – ABA Member Categories:** *Bus Manufacturers, Hardware Suppliers, Service Suppliers*
- **Allied Association – ABA Member Categories:** *State/Provincial/Regional and Affiliated Associations*

SPECIAL REGISTRATION OPTIONS

ALLIED ASSOCIATION REPRESENTATIVE | \$0

State/Provincial/Regional and Affiliated association staff members in the motorcoach and group travel industry who wish to attend for education, networking, council events, etc., without participation in the Appointment process or access to the Business Floor

Marketplace Allied Association Representative Access

- Education Sessions
- Marketplace Networking Floor
- All Delegate Events

Eligibility – ABA Member Categories: State/Provincial/Regional and Affiliated Associations

ASSOCIATE REPRESENTATIVE/EXHIBITOR | \$945

All current ABA associate (product and services members) are eligible to exhibit at ABA's Marketplace or attend Marketplace as a non-exhibiting products & service supplier

Marketplace Associate Representative/Exhibitor Access

- Education Sessions
- Marketplace Networking Floor
- All Delegate Events

Eligibility – ABA Member Categories: Bus Manufacturers, Hardware Suppliers, Service Suppliers

GOVERNMENT REPRESENTATIVE | \$0

Government agency staff members in the motorcoach and group travel industry who wish to attend education, networking, council events, etc., without participation in the Appointment process or access to the Business Floor

Marketplace Government Representative Access

- Education Sessions
- Marketplace Networking Floor
- All Delegate Events

Eligibility – Government officials and staff only

GUEST | \$500

Guests attend ABA's Marketplace for the social and meal functions (i.e., spouses, family members). Guests may not be employed by ABA member companies or plan to conduct business. No single event tickets are available.

Marketplace Guest Access

- Education Sessions
- Marketplace Networking Floor
- All Delegate Events

Eligibility – No Employees of Member Companies. Social participation only.

MEDIA REPRESENTATIVES | \$0

Invited media representative from trade, national or local media who follow the Media Guidelines

Marketplace Media Representative Access

- Education Sessions
- Marketplace Networking Floor
- All Delegate Events

Eligibility – Trade Media and Invited Local Media

EXHIBIT OPPORTUNITIES

EXHIBIT OPTIONS

<i>Exhibit Type</i>	<i>Full Week Marketplace Floor Exhibit</i>	<i>One Coach Exhibit</i>	<i>Two Coach Exhibit</i>
<i>Fee</i>	\$3500	\$5500	\$15,000
<i>Length Of Exhibit</i>	Full Week	Full Week	Full Week
<i>Size Of Booth/Exhibit</i>	10'x10'	20'x60'	50'x50'
<i>Location Of Booth/Exhibit</i>	Marketplace Floor	Marketplace Floor	Marketplace Floor
<i>Exhibitor Registration Included</i>	None	None	None
<i>Drape</i>	Included	Included	Included
<i>Furnishings</i>	One 6' Draped Table and 2 Chairs	Not Included	Not Included
<i>Carpet</i>	Included	Included	Included
<i>Signage</i>	Included	Not Included	Not Included
<i>Restrictions/ Requirements</i>	Must Be Bus Manufacturers, Hardware Suppliers, Service Suppliers	Must Be Bus Manufacturers, Hardware Suppliers, Service Suppliers	Must Be Bus Manufacturers, Hardware Suppliers, Service Suppliers

EXHIBITOR BENEFITS

- ABA To Provide Personalized Customer Electronic Invites for Distribution
- Listing on Jumbotron
- Buyer Booth Delivery
- ABA Foundation Auction/Raffles
- Give-Aways/Booth Raffles
- One Social Media Posting on ABA Social Media
- Dedicated Networking Time Daily
- Listed As Exhibitor on Marketplace App
- Recognition In *Business Buzz* Newsletter
- Contact Information for All Marketplace Buyers
- Listing In *Destinations Magazine*, Marketplace Issue

PAYMENT OPTIONS

Delegates can pay for registration via credit card (Visa, MasterCard, American Express), check or request to be invoiced

EARLY-BIRD RATE REGISTRATIONS: All fees must be paid by September 13, or the invoice will be adjusted to the regular rate

REGULAR REGISTRATIONS: Payment will be required within 30 days of invoice

MARKETPLACE PASSPORT

This passport is your individualized account of your Marketplace event registration. After registration, you can use this tool to confirm all registration details, make updates, volunteer, conduct research and make appointment requests.

GETTING STARTED

- ➔ Go to www.buses.org/marketplace and click on “Marketplace Passport”
- ➔ Enter your individual delegate ID (Your unique email address)
- ➔ Enter your individual password

EVENT PASSPORT PAGE

This page is a record of all your individualized Marketplace registration information

- Contact Information
- Event Information
- Marketplace Website
- Update Profiles
- Research Databases
- Request Appointment
- Message Center
- Add/Cancel List
- Appointment Schedule
- Transportation Information

If any information needs correction or updating, click on the red email address in the top center of the page or email mkplonline@buses.org. This will ensure that your Marketplace registration and contact information is correct and up to date.

NETWORKING FLOOR

The all-inclusive Marketplace Networking Floor will again be showcased at Marketplace 2025. Utilize the Marketplace Service Center and enjoy refreshments in our expansive lounge while visiting with our numerous vendors and sponsors. The Marketplace Networking Floor is open all the time to all delegates and gives you another opportunity to Market YOUR PLACE at Marketplace!

ON-SITE SERVICES

STAR delegates are first-time attendees to Marketplace. First-time STAR delegates are encouraged to visit the **Marketplace Service Center** for helpful tips and advice to make a great return on investment.

- Floor Tour of the Marketplace Networking and Business Floors
- One-on-one ambassador sessions to answer questions and review profiles
- Orientation Q&A Panel: Role-play appointments and panel discussion

Utilize **Marketplace Service Center** also as Your Office Space at Marketplace to learn more about Buyer and/or Seller companies and their operations while preparing for your appointment sessions. ABA's online databases allow you to research companies quickly, easily view their profile forms and visit their website. Define your own search, or use searches set up for you to get the exact information you are looking for.

When you are on the Business Floor, you can access office supplies through the Supplies on The Go window. Stop by for a paper clip, post-it notes, highlighter, or any business supplies you may need.

PROFESSIONAL EDUCATION

Attend the **Education Seminars**, featuring professional speakers, to learn more about today's most relevant topics including operations, marketing, sales and personal development. Our diverse educational program offers topics that apply to everyone's business and experience level.

VOLUNTEER OPPORTUNITIES

Market YOURSELF at Marketplace! We want you to get involved. ABA offers many areas for you to volunteer – whether you're a first-time attendee or a seasoned pro. Information will be sent to all registered delegates and available through Passport in September.

FOUNDATION – Delegates should sign up to assist in the Foundation booth with fundraising efforts.

EDUCATION SEMINARS – Volunteers are needed to monitor the seminars, distribute seminar materials, and collect evaluations. Perfect for any attendee.

MARKETPLACE SERVICE CENTER – The “How To” of Marketplace is a wonderful experience for all delegates, including special services for our first-time, STAR delegates.

REGISTRATION – Volunteers are needed to welcome delegates. Perfect for the first-time attendee.

Marketplace Volunteer Benefits:

- Networking with Marketplace delegates and ABA leadership and staff
- Build business relationships and develop friendships
- Showcase your skills
- Special recognition including a “Volunteer of the Day” and “Volunteer of the Week” Program

OPTIONAL FUNDRAISING ACTIVITIES

ABA GIVES BACK

Since Marketplace 2007, ABA Gives Back has raised more than \$425,000 for local charities. Continuing this tradition, the Meetings Advisory Committee (MAC) will select a charity and raise funds during the Marketplace week.

AMERICAN BUS ASSOCIATION FOUNDATION

Delegates can support the mission of the American Bus Association Foundation by attending the Afterglow event or bidding at the auctions.

- **Afterglow** | February 3, 9:00 pm -11:59 pm | \$50 in advance
- **Purse and Accessories Raffle** | February 1 – 4/ closes at 12:30 pm on Feb. 4/ winners announced at 2pm
- **Silent Auction** | February 1 – 4/ closes at 3:00 pm on Feb. 4